

Big news...big performance

PHILCO BABY GRAND

7-TUBE RADIO WITH GENUINE
ELECTRO-DYNAMIC SPEAKER • \$49⁵⁰



PHILCO BABY GRAND—Value beyond compare—Philco Balanced-Unit QUALITY throughout—Handsome Gothic cabinet of genuine Walnut—7-tube Screen Grid Receiver (3 screen grid tubes)—Genuine Electro-Dynamic Speaker built-in—Push-Pull audio—No "cross-talk" in tuning—All-Electric, plugs into any AC light socket ready to play—16 inches wide: 17½ inches high—Full sized radio PERFORMANCE at the astounding price of **\$49⁵⁰** (Sold with 7 Philco Balanced Tubes)

Also in this beautiful CONSOLE CABINET



PHILCO BABY GRAND CONSOLE—The same wonderful Baby Grand Chassis with all features, in this beautiful Console cabinet of genuine walnut, trimmed with Bird's-Eye Maple and African Zebra wood, Philco QUALITY throughout. All-Electric with genuine Electro-Dynamic Speaker built-in and Station Recording Dial. Console is 33½ inches high: 19 inches wide. ALL FOR **\$69⁵⁰** (Sold with 7 Philco Balanced Tubes)
Option of Zebra Gracids slightly higher in Canada.

Full-fledged, big-performing, FIRST QUALITY PHILCO Screen Grid Radio, 7 Tubes (3 Screen Grid), Good Distance Ability, Fine Selectivity, Full, Rich Tone—Highly Sensitive—Balanced Units; No Distortion

Philco Baby Grand has made its bow to the American Public as the first REAL, fine-performing, full-toned screen grid receiver ever offered at this price.

Announced only a few weeks ago it is already the largest-selling single radio in America. The demand is enormous—and no wonder!

Here, in these beautiful, compact cabinets, is a grown-up, big-performing, marvelously engineered receiver. It has the quality you look for in radios costing many times as much. It must be GOOD, to get in the Philco Line, where *quality* comes first. The built-in Speaker is genuine electro-dynamic, Philco's BEST. The handsome cabinets are walnut; the Console is trimmed with Bird's-Eye Maple and African Zebra wood.

And Philco Baby Grands have a wealth of fine tone because the electrical units are *exactly balanced*, just as in the larger Philcos, to eliminate distortion. The reception is true to life; clear; never blurred; *never distorted*. "Undistorted Tone" is the most famous phrase in radio. Philco Baby Grands have it.

The beautiful tone, high selectivity and power, exclusive 7-tube screen grid circuit and genuine electro-dynamic speaker is almost unbelievable in such cabinets and at \$49.50 and \$69.50. Many people who have hesitated to invest in two sets can now afford to buy Philco Baby Grands, too.

Great as a regular set—great as an extra set

With a lively family party in the parlor dancing to the jazz programs, how wonderful if Mother, perhaps, can enjoy some fine music upstairs with Philco Baby Grand as the EXTRA radio set. For the guest room, Philco Baby Grand Console is hospitality supreme. For that boy or girl at college; for the "den;" for the children's room; and as the gift for all occasions, Philco Baby Grand steps in to fill a long-felt want.

Philco Baby Grand is all-electric; easily carried from room to room; just plugs into any AC light socket ready to play; fits in anywhere and is decorative everywhere.

See Nearest Philco Dealer for FREE trial today

Don't wait. Philco Baby Grand has jumped to immediate popularity in a few weeks. The demand is already tremendous—and growing. If YOU want a Baby Grand see your dealer at once. Arrange with him for a free demonstration in your home or *mail the coupon*. The complete Philco line of Consoles, Lowboys, Highboys, and Radio-Phonographs is priced from \$49.50 to \$198 (Radio-Phonograph). Concert Grand, greatest of all receivers, \$350. All prices less tubes; slightly higher in Canada, Denver and West.

PHILCO, PHILADELPHIA, PA.
Makers of the famous Philco Radios, Diamond Grid Batteries for Motor Cars, Telephones, Farm Lighting, Motor Power, Auxiliary Power, etc., etc.
IN CANADA: PHILCO PRODUCTS, LTD., TORONTO

Today! This Afternoon! Tune In!

Radio's Great Broadcasting Event—Philco Concert by

STOKOWSKI

and The PHILADELPHIA ORCHESTRA

with the NEW BROADCASTING METHOD DEVELOPED BY STOKOWSKI

5 to 6 p. m. Eastern Standard Time—NBC Network



"SINCE our Radio Concerts last year I have been working to develop a method of broadcasting the modern orchestra without distortion of tone values. For example, recently, I heard some broadcast music in which the clarinet was producing in the concert hall about 40 degrees of tone, and the violins about 20 — yet the violas were reversed when heard by Radio — with the result that the music was distorted. Now, a new form of equipment has been designed, which I hope will be a step forward in making the broadcasting of an orchestra what it eventually will be — not only equal, but musically more eloquent than concert hall music."

Leopold Stokowski

FREE COUPON

PHILCO
30 Huntington Ave., Boston, Mass.

Gentlemen:

Please send me at once FREE complete descriptive literature on the wonderful new Philco Baby Grand and also the new Philco Baby Grand Console Furniture Model. It is understood that this request places me under no obligation.

My Name Is _____

My Address _____

PHILCO
BALANCED-UNIT RADIO